

ABSTRACT OF THE DISCLOSURE

The present invention relates to a system for an electronic mail enclosing a gift coupon and its transmitting method. A sender who intends to send an e-mail is connected to a Web server that offers an e-mail service and writes an e-mail message. A sender who has written an e-mail message transmits the message enclosing a gift coupon given a lottery number to a recipient. The recipient checks the e-mail and accepts receipt of the gift coupon. Related information of the recipient who accepts receipt of the gift coupon is stored in a database of a gift coupon providing server. The gift coupon providing server informs the recipient as to whether he or she has won a gift. According to the system for an electronic mail enclosing a gift coupon and its transmitting method of the present invention, an advertisement content can be effectively transmitted to the Internet users, for which the Internet users can favorably and voluntarily click on the banner advertisement so that they can receive the advertisement content as well as various Internet services. In so doing, a maximized advertisement effect can be made for the advertisers at the same time.